



## Welcome to The California Spring Garden Show

. . . THE WORLD'S MOST BEAUTIFUL FLOWER EVENT

### Here comes "The Bride" . . . the first large, all-white Fuchsia

Fittingly scheduled for late June, the advent of "The Bride" will be cause for great delight to fuchsia-lovers and home-gardeners. For here is no ordinary novelty, on the contrary "The Bride" is the first **large**, fully improved **all-white** in modern fuchsia history. It has been well described by a horticulturist privileged to preview it last season as "more thrilling than a white orchid."

"The Bride" is being introduced exclusively by the California Nursery Company. We are confident it will take its place near the top of the long list of outstanding favorites introduced by us during 77 years of service. **Developed by H. Dodson and Bessie Hazard, pioneer fuchsia specialists, "The Bride" required 18 years of search and experiment.**

Mr. Hazard states: "For many years we have sought, not merely a beautiful albino fuchsia, but one combining all the loveliness and desirable qualities of the finest modern fuchsias minus the weaknesses encountered in producing a white or albino. In the course we have made many

crosses. The final outcome, we believe, more than measures up in every way. It has size, form, rare beauty, all combining to give the flower great character . . . and in addition the plants are strong and free-blooming."

Unlike Topsy, "The Bride" hasn't "just growed." Its parentage reaches back well over a century to some of the fuchsias brought out by Dobbie of Edinburgh.

**Be sure to place your order for "The Bride" today. Orders taken at our Trade Display, Sections 13-14.**

A limited number of sturdy plants of "The Bride" have been produced for late June delivery. Advance orders will be taken at the Show or by mail, subject to fulfillment in the order received. Additional plants will be available as the Summer progresses, but the entire supply for this first year is far below the quantity in demand. Please order "The Bride" now to be sure of enjoying the thrill that comes with being first with the newest!

**THE BRIDE** (Patent Applied For) offered for the first time; largest and finest of the all-whites . . . 3-inch pots, **\$1.50 each** at our nurseries. By mail: add 25 cents for packing and postage.

(Cash with order, subject to delivery in the sequence in which orders are received commencing late June, 1942.)

**The West's Oldest and Largest Nursery**



# CALIFORNIA NURSERY COMPANY

77th Year

George C. Roeding, Jr., President

Branches: Allied Arts Guild, Menlo Park

Main Office and Growing Grounds: NILES, Calif.

• Art & Garden Center, Walnut Creek

• Telephone: Niles 3011

• Sacramento • Modesto • Fresno

2020-057

# Come to NILES and Select from the Wests Largest Assortment . . .

## "Bienvido a Rancho Arroyo de la Alameda" . . . Colorful Gardens the Year 'Round

- There's much to see and do in any season at Rancho Arroyo de la Alameda, our 300-acre nursery and Garden Center at Niles. Enjoy the beauty of our extensive Rose Test Gardens, where you can personally select from the plants in bloom.
- With Summer just beginning you'll want to come often, for here is not only the finest collection of popular plant favorites in the top-notch "Roeding's Quality" grade, but many unusual and distinctive suggestions to make your Summer Garden the envy of visiting friends. Here too, you'll save time and driving, for at one headquarters you have at your disposal "everything for the garden" . . . a vast assortment to assure the exact variety and size you want.
- **Save Money, Too! Discount of 10% is allowed on all cash orders of \$5 or more taken with you.** Telephone and mail orders receive prompt and careful attention.

**Plan to have more fun at home this Summer with a finer garden...**

### Plant Roeding's Quality

#### ROSES

See them blooming in our Rose Garden or make your selections from our 1942 Rose Folder. Strong, two-year field-grown plants, number one grade, growing in one gallon containers. No increase in prices for stock in containers and same quantity rates offered for bare root roses apply; 10% discount for 10 or more, 20% discount for 26 roses or more (except patented varieties). **Choose from more than one hundred new and standard varieties all garden tested on our own grounds.** Prices begin at 75 cents.

#### STANDARD (TREE) ROSES

Plant the best for greater garden enjoyment right away. No waiting—our standard roses are three years old and will produce a wealth of flowers this summer. Budded on sturdy forty-inch stems. Each \$3.00; \$2.75 each for ten or more.

#### FRUIT TREES

**Save a year by planting now.** Husky two-year-old trees growing in five-gallon containers priced at \$1.50 each (royalty additional on patented varieties). **Enjoy delicious fruit** from your own Roeding's quality selected home orchard trees.

#### CITRUS TREES

**Combine beauty and utility in your Victory Garden.** Most varieties begin to flower and fruit first year after planting. Washington Navel and Valencia Oranges, Eureka and Lisbon Lemons and Marsh Seedless Grapefruit priced at \$2.50 each. Novelties including Meyer Lemon, Satsuma and Ruby Blood Oranges, Dancy Tangerine and Kumquat priced at \$3.00 each. Tubbed citrus trees make fragrant and fruitful subjects on your garden terrace.

#### SHADE TREES

**Plant now for summer garden shade.** Thirty splendid varieties include types for every situation. Moderately priced at \$1.50 and up for sturdy 5-6 foot trees and larger. All growing in five-gallon containers. Our assortment includes Birches, Maples, Hawthornes, Sycamores, Poplars, and Elms.

#### FLOWERING TREES

Gorgeous blooms next spring from trees planted now. Plan now for garden beauty and gorgeous sprays of cut flowers in bright colors. Growing in five-gallon containers, priced from

\$1.50 each, our assortment includes Flowering Peaches, Crabapples, Plums, Almonds, Apricots, and Cherries. **Victory Garden hint:** Burbank and Aurora Flowering Peaches and *Prunus pissardi* Flowering Plum bear edible fruits.

#### FLOWERING SHRUBS

Morale-building beauty in every one of our assortment of thirty spring-flowering shrubs. All are growing in five-gallon containers and reasonably priced from \$1.50.

#### SUMMER PLANTING FOLDER

Our summer planting folder will be ready for mailing in early May. It will carry more interesting news about our new Fuchsia introduction "The Bride"; lists the finest of the 1942 fuchsia introductions and most of the good standard varieties.

Pelargoniums—more than fifty splendid varieties—will be described and priced in our summer planting folder. Write for your copy today — mailed promptly at no charge.



Uncle Sam wants us to make our gardens more beautiful and fruitful, too. Participate in this national program by planting now.

**FRUIT TREES** (all the best home orchard varieties)

**CITRUS TREES • GRAPEVINES • NUT TREES**

**FLOWERING TREES • SHADE TREES • FLOWERING SHRUBS**

**ROSES** (Bush and climbing) • **STANDARD ROSES**

**FUCHSIAS • PELARGONIUMS • GERANIUMS**

(All of the above material in containers)

**FERTILIZERS • SPRAYS • CONDITIONED - SOIL**

**VEGETABLE AND FLOWER SEEDS • GARDEN TOOLS**

## DAFFODILS AND NARCISSI

P.—Perianth; T.—Trumpet; C.—Cup

### TRUMPET DAFFODILS

	12	100
Aerolite—P. lemon; T. darker; early	\$1.75	\$12.50
Alaska—P. deep gold; T. deep gold and frilled	1.50	10.00
Alasnam—P. deep yellow; T. very frilled darker	1.75	12.50
Cleopatra—P. lemon yellow; T. light yellow late	1.75	12.50
Diotima—P. primrose; T. darker	5.00	40.00
Emperor—P. and T. primrose	1.25	8.00
Hector Treub—P. and T. golden yellow	1.50	10.00
King Alfred—Uniform dark golden yellow; tall	1.50	10.00
La Vestale—Ivory white	3.50	25.00
Matamax—Golden yellow	1.75	12.50
Mrs. E. H. Krelage—P. white; T. lemon	3.00	22.50
Mrs. R. O. Backhouse—P. ivory white; T. pink	2.00	each
Spring Glory—P. cream; T. golden yellow	1.25	8.00
Tresserve—Uniform light yellow; very large	1.30	9.00
Warwick—P. golden-yellow; T. shade deeper	1.75	12.50

### INCOMPARABILIS DAFFODILS

Bernardino—P. creamy white; C. yellow edged orange	1.00	6.50
Carlton—P. and C. yellow	5.00	40.00
Croesus—P. canary yellow; C. rich orange	1.25	8.00
Dick Wellband—P. white; C. orange red	.75	each
Donatello—P. light primrose; C. deep yellow	1.30	9.00
Francisca Drake—P. white; C. dark orange	2.50	17.50
Fortune—P. creamy yellow; C. glowing orange	6.00	each
Helios—P. yellow; T. orange yellow; early	1.25	8.00
John Evelyn—P. pure white; C. lemon, frilled	2.50	17.50
Lucinius—Uniform golden yellow, very fine	1.25	8.00
Maude Adams—P. creamy white; C. orange margin	5.00	40.00
Mi-Careme—P. light citron; C. deep chrome	1.25	8.00
Milford Haven—P. cream white; C. chrome to red	1.75	12.50
Orange Glow—P. yellow; C. yellow with orange glow	1.00	each
Red Cross—P. primrose-yellow; C. yellow	2.50	17.50
Red Shadow—P. creamy yellow; C. deep yellow with orange-red margin	5.00	40.00
Sir Watkin—P. sulphur; C. yellow tinted orange	1.00	6.50
Stella Pratt—P. light primrose; C. gold orange	1.75	12.50
Whitewell—P. white; C. yellow	1.25	8.00
Yellow Poppy—P. Yellow; C. yellow edged darker	1.00	6.50

### BARRII DAFFODILS

Alcida—P. white; C. citron	1.50	10.00
Anna Croft—P. primrose; C. yellow	1.50	10.00
Barrii Conspicuus—P. primrose; C. yellow	1.00	6.50
Bath's Flame—P. yellow; C. orange	1.25	8.00
Brilliancy—P. primrose; C. red picotee	1.75	12.00
Diana Kasner—P. white; C. yellow, orange frill	1.25	8.00
Dosoris—P. white; C. orange red	1.00	6.50
Early Surprise—P. white; C. orange	1.00	6.50
Firetail—P. cream; C. red	3.00	20.00
Mrs. Barclay—P. primrose; C. orange picotee	2.50	17.50
Niobe—P. white; C. orange red	1.50	10.00
Shackleton—P. white; C. yellow to orange red	1.50	10.00
Sunrise—P. white with gold rays; C. orange	1.00	6.50

### LEEDSII DAFFODILS

Gertie Millar—P. white; T. citron yellow, large	7.50	50.00
Hera—P. white; C. edged yellow to white	1.00	6.50
Lord Kitchener—P. white; C. canary	1.25	8.00
Nette O'Melveny—P. white; C. clear yellow	1.00	6.50
Silver Star—P. white; C. ivory	1.75	12.50

### TRIANDRUS HYBRIDS

	12	100
Agnes Harvey—Pure white	2.50	20.00
Pearly Queen—P. white; T. citron	1.25	8.00
Queen of Spain—P. and T. soft canary yellow	4.00	32.50
Thalia—Pure white, tall, cluster flowered	2.50	20.00

### CYCLAMINEUS HYBRIDS

February Gold—Rich yellow; early	1.75	12.50
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### JONQUILLA HYBRIDS

Buttercup—Buttercup yellow	1.25	8.00
Golden Sceptre—Deep Jonquil yellow	1.00	6.50
Jonquilla simplex—Clear yellow; bunch flowered	1.25	8.00
Orange Queen—Uniform intense golden orange	1.50	10.00
Tullus Hostilius—Clear yellow; late	1.75	12.50

### POTEAZ NARCISSI

Admiration—P. lemon; C. orange	1.75	12.50
Cheerfulness—P. white; double C. pale yellow	1.25	8.00
Glorious—P. white; C. orange edged red	5.00	40.00
Golden Perfection—P. citron; C. gold	2.00	each
Klondyke—P. citron; C. primrose yellow	1.25	8.00
Laurens Koster—P. white; C. golden yellow	1.25	8.00
Medusa—P. white; C. fiery orange scarlet	1.25	8.00
Orange Cup—P. yellow; C. orange red, frilled	1.50	10.00
St. Patrick—P. pale yellow; C. darker	5.00	40.00

### POETICUS NARCISSI

Actaea—P. snow white; C. yellow, red edged	3.50	25.00
Ornatus Maximus—P. white; C. yellow with red rim	1.00	6.50
Rupert Brooke—P. white, broad; C. orange with red rim	1.50	10.00
Snow King—P. white, overlapping; C. yellow with red rim	1.25	8.00

### DOUBLE NARCISSI

Irene Copeland—Snow white with primrose	.75	each
Snow Sprite—Pure white with light lemon	1.25	8.00
The Pearl—Cream and sulphur	1.25	8.00
Twink—Primrose and orange; large and early	1.75	12.50

## TULIPS

### BREEDER TULIPS

Bronze Queen—Fawn and bronze	1.10	7.50
Cardinal Manning—Purple, amber margin	1.25	8.50
Prince of Orange—Orange and copper	1.25	8.50
Superba—Chestnut—brown edged gold	1.25	8.50
Yellow Perfection—Rich yellow and deep bronze	1.25	8.50

### DARWIN TULIPS

Afterglow—Deep rosy orange	1.10	7.50
Allard Pierson—Dark red	1.10	7.50
Barron de la Tonnaye—Rose shaded blush	1.10	7.50
Clara Butt—Clear medium pink	1.10	7.50
Princess Elizabeth—Lilac rose	1.10	7.50
William Pitt—Glowing scarlet tinted orange	1.10	7.50
Yellow Giant—Tall, large yellow	2.00	15.00

(Continued on next page)

**COTTAGE TULIPS**

	12	100
Avis Kennicott—Tall, clear yellow	1.10	7.50
Grenadier—Brilliant orange red	1.10	7.50
Inglescombe Yellow—Canary yellow	1.10	7.50
John Ruskin—Apricot rose	1.10	7.50

**PARROT TULIP**

Fantasy—Soft carmine	2.25	17.50
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**DUTCH IRIS**

Blue Horizon—Light violet blue; 26 inches
Imperator—Dark blue; tall and late; 30 inches
Therese Schwartze—Standards pale blue; falls white with narrow orange stripe; late March; 24 inches
Wedgewood—Medium blue, early
White Excelsior—Large white; orange stripe; March
Yellow Queen—Slender; late March; 28 inches
All 12 for 75 cents; 100 for \$5.00

**MISCELLANEOUS BULBS**

**ANEMONES**

Monarch de Caen—Single mixed colors	\$ .60	\$ 4.50
St. Brigid—Double and semi-double mixed colors	.60	4.50
Blue Poppy—Blue singles, very large flowers	.60	4.50
His Excellency—Large flowers of vivid red	.60	4.50
Pure White—Large, single white flowers	.60	4.50
St. Bavo—Specially suited for rock gardens	.60	4.50

**BABIANAS**

Freesia-like, blue flowers	.60	4.00
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**FREESIAS**

Albatre—Large new white	.50	3.50
Climax—A fine, large, new pink	.50	3.50
Golden Wonder—The best and largest new yellow	.50	3.50
Marie L. Fisher—Very lovely lavender-blue	.45	3.00
Purity—An improved strain of this old favorite	.40	2.50
Sunset—Gold and reddish-orange	.45	3.00
Special Mixture—Choice blend of all colors	.45	3.00

**RANUNCULUS**

Golden-Yellow—A nice blend of shades	.65	4.50
Orange Shades—A new selection of dark shades	.75	5.00
Pink Shades—Light pink to rose shades	.75	5.00
Red Shades—Red and very dark rose	.65	4.50
White—About 75 per cent pure white, some cream	.75	5.00
Tecolote Giant Mixed—All colors	.60	4.00

**IXIAS (African Corn Lilies)**

	.60	4.00
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**LEUCOCORYNE (Glory of the Sun)**

	1.75	12.50
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**MORAEA**

Glucopis—Peacock Iris	1.10	8.00
Polystachya—Lavender flowers	1.10	8.00

**SPARAXIS**

	.60	4.00
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**STREPTANTHERA**

12	100
.60	4.00

**TRITONIA**

Pink Princess—Beautiful clear pink	.55	4.00
Prince of Orange—Dark orange blooms	.55	4.00
Salmon King—Brilliant salmon pink	.55	4.00
Mixed Hybrids—Pink, orange, salmon	.55	4.00

**Order Now and Get These Savings . . .**

**QUANTITY RATES:** 6 bulbs (of one variety) at 12 rate; 50 bulbs (not less than 25 of a variety) take the 100 rate; 500 to 1000 bulbs take a discount of 5% from the 100 rate; 1000 or more take a discount of 10% from the 100 rate.

**SPECIAL DISCOUNT:** On Bulb Orders for \$2.50 or more placed during the California Spring Garden Show, we will allow a special discount of 10% in addition to quantity discounts. \$1.00 minimum deposit required.

If prices at delivery time are changed from those listed, those ordering now will be protected against any increases and will receive the benefit of any lower prices.

**SHIPPING CHARGES:** There is no charge for packing and we will prepay shipping charges on all bulbs to points within the 4th zone, **except on orders for less than \$1.00 a handling charge of 25c will be made.**

Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

For your convenience, use this list to make up your order NOW. Mark and hand to any one of our salesmen, or mail to Niles.

**MINIATURE ROSES**

Don't fail to see the splendid little miniature roses at our Trade Display, sections 13 and 14. These tiny beauties are just the thing for the rock garden, for the children's garden, for window-sill ornaments, for charming gifts. Reasonably priced, too.

Midget (the latest introduction) \$1.00

Pixie, 75 cents

Tom Thumb, 75 cents

Rouletti, 65 cents

**LANDSCAPE SERVICE**

Give your garden a new lift this spring. Our Landscape Organization is equipped to rearrange existing trees and shrubs, supply new interesting garden varieties where needed, provide lasting beauty and utility for your "outdoor living room." Costs are nominal and results delightful. Appointments quickly arranged by phone (Niles 3011) or by mail (Niles, California).